



**TELEVISION PSA
GRAPHICS BASED EDIT
(30 SECONDS)**

VIDEO

Screen is filled with double digit numbers (35-75) bold, but in white, randomly placed on pale gray background. As background audio track begins, numbers are highlighted in varying hues depicting people of differing races and ethnicity, in time with the background track. (5 seconds)

In sequence with Anchor's track, stat data is layered over background graphics in bold black.

By 2030, 1 in 4 Americans will be 65 or older. That's 88,000,000 people.

(13 seconds)

Numbers in background continue to be highlighted in varying hues to accompanying back track – low under anchor's track (6 seconds)

May is Older Americans Month.

Call _____

Sponsored by the U.S. Administration on Aging
(9 seconds)

Television PSA

**Start: May 1, 2001
Discontinue: May 31, 2001
Contact: (name and phone number)**

AUDIO

(Back track: I'm 42. I'm 47. I'm 55.)

Anchor: There are many faces of aging today.

(Back track: I'm 43. I'm 51. I'm 39)

Anchor: By the year 2030, 1 in 4 Americans will be 65 or older.

(Back track: I'm 62. I'm 37. I'm 53)

Anchor: That's some 88 million people.

New challenges and growing need may be difficult for many older citizens – and for the people who care for them – their spouses, adult children, other family members, and friends.

(Back track: I'm 64. I'm 40. I'm 35)

Anchor: Working together, we can meet the need and acknowledge the contribution's of America's older persons and the people who love them.

(Back track audio and graphics fade out)

Anchor: May is Older Americans Month. To find out about resources and programs for older persons and caregivers in your community, or to see how you can help, contact (your organization and phone number.)





30 SECONDS

(Foreground Audio Track)

There are many faces of aging today. By the year 2030, 1 in 4 Americans will be 65 or older. That's some 88 million people. New challenges and growing need may be difficult for many older citizens -- and for the people who care for them -- their spouses, adult children, other family members, and friends.

Working together, we can meet the need and acknowledge the contribution of America's older persons and the people who love them. May is Older Americans Month. To find out more about resources and programs for older persons and caregivers in your community, or to see how you can help, contact (your organization and phone number).

20 SECONDS

(Foreground Audio Track)

Today, more than ever, people are living longer, healthier, more active lives. Yet as the many faces of aging Americans turn to the future, they will confront new challenges in health care, finances, long term care, even employment. Decisions made today impact our tomorrows. Start planning now.

May is Older Americans Month. Call (your organization name and number) to learn about resources and services for older citizens in your community.

20 SECONDS

(Foreground Audio Track)

There are many faces of aging today. By the year 2030, some 88 million Americans will be 65 or older. Living longer, healthier, more active lives -- true. Yet a number of our older citizens will face many challenges.

May is Older Americans Month -- a time to reflect upon the capabilities, contributions, and concerns of our older citizens. Call (your organization name and number) for information on how you can support older persons in your community.

(Background Audio)

Lite string instrumental -- i.e. violin or viola, with individual voices fading in and out. Voices should resonate with ethnicity: Caucasian, Afro-American, Hispanic, Asian, Italian, Polish, Jewish, Native American, Caribbean, etc.)

"I'm 42" "I'm 47, "I'm 55" , I'm 43" "I'm 51", "I'm 39", "I'm 62", "I'm 37" , "I'm 53, "I'm 64", "I'm 40", "I'm 35", "I'm 57", "I'm 38", "I'm 44", "I'm 50", "I'm 36", "I'm 46", etc. until background voices fade and lite music bed remains.

(Background Audio duplicates lite musical bed developed for the :30 spot)

(Background Audio duplicates music and interspersed voices developed for :30 spot)